



Politecnico
di Torino



UNIVERSITÀ
DI TORINO



Interuniversity Department of Regional and Urban Studies and Planning
Excellence MIUR 2018-2022



ESA RN18 Mid-Term Conference

COMMUNICATION, CAPITALISM AND CRITIQUE: CRITICAL MEDIA SOCIOLOGY IN THE 21ST CENTURY

Polytechnic of Turin, Italy
1-3 September 2022

Keynote Speakers

Tiziana Terranova (University of Naples 'L'Orientale', Italy)
The Technosocial Question

Peter Thomas (Brunel University London, UK)
New Orders: Hegemony as a Method of Political Work

Donatella Della Ratta (John Cabot University, Rome, Italy)
The Spring is not a Spring. Arab uprisings reloaded: Against the logic of 'case-studies', for a theory of the Networked Image

COMMUNICATION, CAPITALISM AND CRITIQUE: CRITICAL MEDIA SOCIOLOGY IN THE 21ST CENTURY

We live in times of deepening economic, political, social, pandemic, ideological and ecological crises that are apparent in widespread precarious labour, the commodification of (almost) everything, the rise of new nationalism, populism and authoritarian forms of capitalism, and ecological destruction. The display of power and counter-power, domination and spaces of power struggles, and the commons and the commodification of the commons characterise modern society. Contradictions and antagonisms between the haves and the have-nots shape contemporary Europe and beyond. Media and communication are fields of conflict in this power struggle: they are power structures and sites of power struggles, able to support both the expansion and the commodification of the commons. RN 18 invites contributions to the sociological understanding of these processes at its conference in 2022.

This year's conference will be in Torino, where the Italian intellectual and political activist Antonio Gramsci lived, and where he set up the weekly newspaper 'L'Ordine Nuovo' and acted as editor of the newspaper 'Il Grido del Popolo'. Gramsci exerted huge influence on the study of culture and communication in society. The meeting will take a particular note of this and invites papers that address the question: What is the relevance of Gramsci and other approaches and thinkers inspired by Marx for the study of communication and society today?

ESA RN18 calls for contributions that shed new light on theoretical and analytical insights that help to shape critical media sociology in the 21st century, in particular, but not exclusively, addressed to any of the following:

1. **Critical Media Sociology and Capitalism**
2. **Critical Media Sociology and Critical Theory**
3. **Critical Media Sociology and Critical Political Economy of Media, Information and Communication**
4. **Critical Media Sociology, Gramsci and Hegemony**
5. **Critical Media Sociology and Ideology Critique**
6. **Critical Media Sociology and Cultural and Communication Labour**
7. **Critical Media Sociology and Digital Labour**
8. **Critical Media Sociology, New Nationalism and Authoritarianism**
9. **Critical Media Sociology, Consumption and Production in Urban Processes**
10. **Critical Media Sociology, Patriarchy and Gender**
11. **Critical Media Sociology, Social Inequality, Identity and Subjectivities**
12. **Critical Media Sociology, COVID-19, Pandemic and Crisis**
13. **Critical Media Sociology, Ecology and Climate**
14. **Critical Media Sociology, Democracy and the Public Sphere**
15. **Critical Media Sociology and the Left**
16. **Critical Media Sociology, the Commons and Alternatives**

While the conference wishes to encourage contributions to the questions indicated here, it seeks to provide an opportunity for the presentation of the best and most widely interesting work by sociologists of communications and media regardless of specific focus.

THURSDAY, 1 SEPTEMBER: PROGRAMME OVERVIEW

- 12:00-13:00** **REGISTRATION**
Location: Castello del Valentino, entrance courtyard (close to the concierge)
- 13:00-13:30** **Conference Opening: Salone d'onore**
*Welcome speeches: **Andrea Bocco** (Director of the Interuniversity Department of Regional and Urban Studies and Planning), **Emanuela Mora** (Italian National Sociological Association – Section: Cultural Processes and Institutions), and **Giovanni Boccia Artieri** (Italian Scientific Society of Sociology, Culture, Communication)
*Chairs: Thomas Allmer, Paško Bilić and Tatiana Mazali**
- 13:30-14:30** **Keynote Talk: Salone d'onore**
Tiziana Terranova | *The Technosocial Question*
Chair: Peter Golding
- 14:30-15:00** **COFFEE BREAK**
- 15:00-16:30** **Parallel Session 1A: Room 7V**
Critical Media Theory and Philosophy
- 15:00-16:30** **Parallel Session 1B: Room 9V**
Media, New Nationalism and Migration
- 15:00-16:30** **Parallel Session 1C: Room 1V**
Media, Pandemic and Crisis
- 16:30-17:00** **COFFEE BREAK**
- 17:00-18:30** **Parallel Session 2A: Room 7V**
Digital Labour and Platform Capitalism I
- 17:00-18:30** **Parallel Session 2B: Room 9V**
Media and Authoritarianism

17:00-18:30 **Parallel Session 2C: Room 1V**
International Practices of Media and Communication

19:30 **SOCIAL PROGRAMME AND DRINKS RECEPTION**
Visit to the POLO del '900: The biggest Italian cultural center dedicated to the '900 – with Matteo d'Ambrosio (Director of the Antonio Gramsci Piedmont Institute Foundation) – followed by welcome drinks.
Location: **POLO del '900**, Via del Carmine 14, <https://www.polodel900.it>

FRIDAY, 2 SEPTEMBER: PROGRAMME OVERVIEW

10:00-11:00 **Keynote Talk: Salone d'onore**
Peter Thomas | *New Orders: Hegemony as a Method of Political Work*
Chair: Thomas Allmer

11:00-11:30 **COFFEE BREAK**

11:30-13:00 **Parallel Session 3A: Room 6V**
Media, Gramsci and Hegemony

11:30-13:00 **Parallel Session 3B: Room 9V**
Social Media Platforms and Power

11:30-13:00 **Parallel Session 3C: Room Sala Astengo**
Media, Environment and Climate

13:00-14:30 **LUNCH BREAK**

14:30-16:00 **Plenary Session: Room 1V**
Understanding Urban Processes Through a Critical Perspective
(organised by the Interuniversity Department of Regional and Urban Studies and Planning)
Speakers: **Luigi Buzzacchi** (Politecnico di Torino), **Francesca Governa** (Politecnico di Torino), and **Camillo Boano** (Politecnico di Torino)
Chair: Tatiana Mazali

16:00-16:30 **COFFEE BREAK**

16:30-18:00 **Parallel Session 4A: Room 6V**
Digital Labour and Platform Capitalism II

16:30-18:00 **Parallel Session 4B: Room 9V**
Media, Patriarchy and Gender

16:30-18:00 **Parallel Session 4C: Room 1V**
Micropolitics, Urban Spaces and Conflicts

20:00 **CONFERENCE DINNER**
Location: **Restaurant Magazzini OZ**, Via Giolitti 19/A, <https://www.magazzinioz.it>

SATURDAY, 3 SEPTEMBER: PROGRAMME OVERVIEW

10:00-11:00 **Keynote Talk: Room 1V**
Donatella Della Ratta | *The Spring is not a Spring. Arab uprisings reloaded: Against the logic of 'case-studies', for a theory of the Networked Image*
Chair: Paško Bilić

11:00-11:15 **COFFEE BREAK**

11:15-12:45 **Parallel Session 5A: Room 7V**
Inequality, Social Injustice and Media Concentration

11:15-12:45 **Parallel Session 5B: Room 9V**
The Public Sphere and Participation

11:15-12:45 **Parallel Session 5C: Room 1V**
Media, Music and Art

12:45-13:00 **COFFEE BREAK**

13:00-14:30 **Parallel Session 6A: Room 7V**
Activism, Social Movements and Unions

13:00-14:30 **Parallel Session 6B: Room 9V**
Postcapitalism and Alternatives

14:30-14:45 **CLOSING SESSION: Room 1V**
Chairs: Thomas Allmer, Paško Bilić and Tatiana Mazali

THURSDAY, 1 SEPTEMBER: PARALLEL SESSIONS

PARALLEL SESSION 1A, ROOM: 7V, 15:00-16:30

Critical Media Theory and Philosophy

Chair: Thomas Allmer

Paško Bilić | *What is critical about critical media sociology: a meta-theoretical approach*

Gianluca Tatarelli | *Is there a future for Marxist media studies? Old debates, recent research and new challenges for Marxism as a social science*

Leif Pedersen | *The good life in a mediatized world: Social freedom as a foundation for privacy and agency*

Eran Fisher and **Hagit Keysar** | *Epistemic media and critical knowledge about the self: Thinking about algorithms with Habermas*

PARALLEL SESSION 1B, ROOM: 9V, 15:00-16:30

Media, New Nationalism and Migration

Chair: Romina Surugiu

Helena Popović, Kruno Kardov and **Drago Župarić Iljić** | *"Hunting migrants" – the discursive construction of migrants in the Croatian media*

Andrea Průchová Hřůzová | *New Nationalism as a Response to Fearing the New Emancipatory Totality: Black Lives Matter and Decolonize This Place on the Czech Internet*

Livio Amigoni, Silvia Aru and **Antonino Milotta** | *From the border to the border: a collective and mobile art-based project on migration traces in Ventimiglia*

PARALLEL SESSION 1C, ROOM: 1V, 15:00-16:30

Media, Pandemic and Crisis

Chair: Raluca Petre

Sara Monaci, Tatiana Mazali and **Simone Persico** | *Critical approach toward sociological studies of social media: the conflictual debate related to smart working during pandemic in Italy*

Tania Cerquitelli, Alessandra Colombelli and **Greta Temporin** | *Physical and emotional exhaustion, overwork and the Covid-19 pandemic: an investigation among the university administrative and academic staff*

Marco Briziarelli | *Hegemony as Subsumptive Relations: Integrating Marx and Gramsci for a Critique of Digital Fixed Capital and Domesticated Subjectivities*

THURSDAY, 1 SEPTEMBER: PARALLEL SESSIONS

PARALLEL SESSION 2A, ROOM: 7V, 17:00-18:30

Digital Labour and Platform Capitalism I

Chair: Paško Bilić

Jaime F. Cárdenas-García | *Labor Productivity: The Link Between Use-value, Value, and Information*

Andrea Miconi | *On the concept of value in the platform society*

Daniel Issl | *The End of Ideology in Left Theory? Blind Spots of Contemporary Platform Economic Analysis*

Emiliana Armano, Marco Briziarelli and **Elisabetta Risi** | *Open subsumptive processes and the production of subjectivities. Interpretative hypothesis on algorithmic management*

PARALLEL SESSION 2B, ROOM: 9V, 17:00-18:30

Media and Authoritarianism

Chair: Romina Surugiu

Jacob Matthews and **Athina Karatzogianni** | *Absent leadership, ideologisation and the rise of new authoritarian politics*

Jernej A. Prodnik and **Boris Mance** | *Attacks on the Media and Journalism by Authoritarian Right: Janez Janša's First 100.000 Tweets*

Kostas Maronitis | *The Media of Technopopulism: The Mainstream Right and the Far Right in Greece*

Katarina Peović | *Morbid symptoms – contemporary forms of fascism and the liberal tradition*

PARALLEL SESSION 2C, ROOM: 1V, 17:00-18:30

International Practices of Media and Communication

Chair: Peter Golding

Sašo Slaček-Brlek | *The emergence of the non-aligned news agency pool (NANAP)*

Zoltan Dujisin | *El Pais and the Catalan Challenge: Managing Political Pressure as a form of Expertise*

Mariann Fekete, Gábor Sarlós and **Miklós Sükösd** | *Home alone with the media: The impact of government dominated media communications on voters in the 2022 Hungarian Parliamentary elections*

Mehmet Arca Özçoban and **Antoine Dolcerocca** | *The 'Local and National' Discourse: A Tool to Demobilize the Turkish Model*

FRIDAY, 2 SEPTEMBER: PARALLEL SESSIONS

PARALLEL SESSION 3A, ROOM: 6V, 11:30-13:00

Media, Gramsci and Hegemony

Chair: Peter Golding

Marcus McTurk | *A Gramscian Analysis of the Reporting of Armed Irish Republican Groups 1998-2020*

Yeşim Akmeraner | *What does the experience of communication labor tell us about 'intellectuality' monetized by datafication?*

Daniela Caterina | *Shifting images in the integral state: A Gramscian perspective on Italy-China relations in pandemic times*

PARALLEL SESSION 3B, ROOM: 9V, 11:30-13:00

Social Media Platforms and Power

Chair: Paulo Marques Alves

Tatiana Mazali and **Lorenza Scaldaferrì** | *The WeChat social media platform from a foreign institution perspective: WeChat's role as a soft power tool*

Lorenzo Dalvit | *A critical exploration of Youtube texts by and about people with disabilities in South Africa*

Elisabetta Locatelli | *Social media, influencer and the representation of the body: a reflection around the concept of hegemonic culture*

Fabiana Battisti | *Journalism on platforms, a mapping of the Italian case*

PARALLEL SESSION 3C, ROOM: Sala Astengo, 11:30-13:00

Media, Environment and Climate

Chair: Thomas Allmer

Alberto Micali | *The environmentalisation of control: Critical media studies and the ecological paradigm at the crossroad of biocentric biases*

Jessica Camargo Molano and **Michelle Grillo** | *Digitalization and green expectations: the environmental impact of NTFs*

Tobias Gralke | *Adapting to imaginal realities: Visible urban climate futures between planning and popular discourse*

FRIDAY, 2 SEPTEMBER: PLENARY SESSIONS

Understanding Urban Processes Through A Critical Perspective

14:30-16:00 ROOM: 1V

Organized by the Interuniversity Department of Regional and Urban Studies and Planning

Speakers: **Luigi Buzzacchi**, **Francesca Governa** and **Camillo Boano**

Chair: Tatiana Mazali

The session aims to offer a critical lens from three different perspectives and disciplines (Geography, Economics and Urban Planning) at certain urban processes.

Economist Luigi Buzzacchi's talk focuses on the word 'platforms' and their monopolistic drifts. In fact, as the study of the tourism sector and the case of Airbnb show, we are witnessing a general tendency toward the concentration of the market and the monopolization of platforms. Francesca Governa, making reference to an editorial project led by a group of critical geographers, discusses the influence of Antonio Gramsci in contemporary geographical debate and critical urban theory especially considering two points: the nation-state foundations of the "political" and the contradictory geo-historical dynamics concerning the extended urbanization processes.

Lastly, the talk by Camillo Boano, urban planner, starts with the word 'refusal.' He will directly engage with the role of critical theory (if any) in the shaping, forming and norming of architectural knowledge and design practice. What sort of critical thinking is needed in a time when its very existence seems threatened? To what extent could critique still be a project for the future?

FRIDAY, 2 SEPTEMBER: PARALLEL SESSIONS

PARALLEL SESSION 4A, ROOM: 6V, 16:30-18:00

Digital Labour and Platform Capitalism II

Chair: Eran Fisher

Yeran Kim | *Financialization of Networked Culture: From free labour to speculative investment* (online)

Carole Bourgadel and **Stefan Baumgarten** | *Digitalisation, neo-Taylorism and translation in the 2020s*

Bingqing Xia | *Rethinking digital labour – critical political economy of labour issue in media studies*

Duan Shichang | *The Entrepreneurial Labor, The Transactional labor and The Physical labor – A Study of E-Commerce Sellers in rural China under the Platform Economy*

PARALLEL SESSION 4B, ROOM: 9V, 16:30-18:00

Media, Patriarchy and Gender

Chair: Raluca Petre

Romina Surugiu | *Mapping gender inequality related to employment in the media sector in Romania (2008-2019)*

Bec Wonders | *A Space to Debate Socialist Feminism: Mediating Conflict Through Serialised Letter-Writing in Second Wave Feminist Periodicals* (online)

Fattori McKenna | *Networked Feminine Toil (NFT): social reproduction on the decentralised web*

Nicoleta-Elena Apostol | *Looking at digital capitalism through a gendered labour process lens*

PARALLEL SESSION 4C, ROOM: 1V, 16:30-18:00

Micropolitics, Urban Spaces and Conflicts

Chair: Tatiana Mazali

Patrizia Sergio | *Micropolitics of Techno-Social Routines: A New Materialist Socio-Semiotic Framework for the Social Relationality to Come* (online)

Emiliano Ilardi, **Alessio Ceccherelli** and **Donatella Capaldi** | *Media Space and Urban Space: looking for a constructive and renewed interplay*

Luigi Giungato | *The enactment of the conflict: an agitprop narrative* (online)

SATURDAY, 3 SEPTEMBER: PARALLEL SESSIONS

PARALLEL SESSION 5A, ROOM: 7V, 11:15-12:45

Inequality, Social Injustice and Media Concentration

Chair: Eran Fisher

Boris Mance and **Sašo Slaček Brlek** | *Communication inequality: history of a concept*

Axel Vikström | *Between market and social justice – A critical discourse analysis of hegemonic struggles in the representation of the super-rich in Swedish legacy newspapers*

Randy Nichols | *Media Monopsony: three case studies and their implications*

PARALLEL SESSION 5B, ROOM: 9V, 11:15-12:45

The Public Sphere and Participation

Chair: Paulo Marques Alves

Morten Fischer Sivertsen and **Jannie Møller Hartley** | *Symbolic violence and elite publics: The social stratification of the public sphere in the datafied era*

Raluca Petre | *The Platform Model and the Emerging European Digital Cultural Sphere; towards a sustainable democratic public sphere*

Hajrudin Hromdžić | *Hegemony, Public Sphere and New Media Social Networks: Critical Perspectives*

Isabella de Vivo | *The resilience of an "autonomous digital public sphere": investigation perspectives*

PARALLEL SESSION 5C, ROOM: 1V, 11:15-12:45

Media, Music and Art

Chair: Tatiana Mazali

Alessandra Micalizzi | *The gendered access mechanisms to the Italian Music Industry*

Antonio di Campi | *Figures of divergence. Experiences of subjugation, migration and distress and the definition of a new project of coexistence (online)*

Luca Falzea and **Vincenzo Madaghiele** | *Cultural Hegemony in the Aesthetic of Musical AI*

Mariángela Abbruzzese Abaján | *The animated GIF in Latin America Cultural Practices Resisting the Commodification of (Almost) Everything*

SATURDAY, 3 SEPTEMBER: PARALLEL SESSIONS

PARALLEL SESSION 6A, ROOM: 7V, 13:00-14:30

Activism, Social Movements and Unions

Chair: Thomas Allmer

Bruno Lefevre | *How do the media contribute to the debate of social conflicts and the emergence of oppositional public spaces? The contemporary civil contestations of economic development projects in France*

Paulo Marques Alves | *Digital labour platforms and trade unions: convergences and divergences in the use of Facebook by a traditional union and two new virtual unions*

Antonello Bocchino | *Using social media to build a counter-power movement. A case study of multiple sclerosis patients*

PARALLEL SESSION 6B, ROOM: 9V, 13:00-14:30

Postcapitalism and Alternatives

Chair: Paško Bilić

Yannick Rumpala | *From fictional images of postcapitalism to the restoration of the sociological imagination about systemic transformation: Finding lines of flight in science fiction and making use of their heuristic potential*

Federico Piovesan | *How digital technologies fuel the promises of platform cooperativism*

Juan San Cristóbal Lizama | *Mensajito.mx and the irruption of new internet radio in Mexico*

ORGANISERS

The event is organised by the European Sociological Association – Research Network 18: Sociology of Communications and Media Research in cooperation with the Interuniversity Department of Regional and Urban Studies and Planning of the Polytechnic of Turin and the University of Turin; the Italian National Sociological Association – Section: Cultural Processes and Institutions; the Italian Scientific Society of Sociology, Culture, Communication; and the Antonio Gramsci Piedmont Institute Foundation.

The ESA RN18 organising committee is led by:

Dr **Thomas Allmer**, Coordinator of ESA RN18, University of Klagenfurt, Austria

Dr **Paško Bilić**, Vice-Coordinator of ESA RN18, Institute for Development and International Relations, Croatia

Dr **Tatiana Mazali**, Vice-Coordinator of ESA RN18, Polytechnic of Turin, Italy

Conference Programme and Book of Abstracts:

<https://rn18esa.wordpress.com/programme>



European Sociological Association (ESA) – Research Network 18: Sociology of Communications and Media Research provides a platform for critical research and debate on questions of power, inequality, identity and social change in increasingly mediated societies. Key research areas include but are not limited to the Internet, digital and social media, alternative media, media and protest, journalism, media and capitalism, media work, ideology and media discourse, media and gender, global media, public sphere, political communication, theories of media and communication, media policy, media industries, ownership and power.

Interuniversity Department of Regional and Urban Studies and Planning (DIST) is the point of reference in Politecnico and Università di Torino for the areas of knowledge that study the processes of territorial transformation and government, both on a local and on a global scale. These processes are analysed from a sustainability perspective in their physical, economic, social, political and cultural aspects, as well as in their interrelationships. DIST promotes, coordinates and manages basic and applied research, training, technology transfer and services for the local community with regard to urban and regional sciences and policies, as well as to spatial, urban and environmental-landscape planning.

Italian National Sociological Association (AIS) was founded in 1983. The AIS has approximately 600 members, it is composed of thematic sections, all of which are a landmark for theoretical reflection and research. The AIS is responsible for maintaining the existing relationships between national and international associations, such as ISA and ESA. The thematic section “Cultural Processes and Institutions” (PIC) of AIS goes back to 1983. Since then, its members have dealt with topics such as communication, art, literature and media (mass media and digital media), material culture, consumption and cultural production. Also because of its composite identity, the PIC section is one of the most numerous of the Italian Association of Sociology.

Italian Scientific Society of Sociology, Culture, Communication (SISCC), established in 2017, includes Full Professors of the Sociology of Cultural and Communicative Processes. The SISCC works for the advancement of studies in the sociological, social sciences, culture and communication fields. To this end, SISCC promotes collaboration between all scholars interested in these issues, enhancing their relevance both in the scientific-educational field and in the public debate, nationally and internationally, promoting interdisciplinary and multidisciplinary discussion.

Fondazione Istituto piemontese Antonio Gramsci (The Antonio Gramsci Piedmont Institute Foundation), since 1974 has been an important point of reference for the production of culture in the city of Turin, a meeting and mediation point for various left-wing cultures and an observatory of the socio-economic development of the city. In recent years the Foundation has gradually specialized in the history of the workers' movement, associating this vocation with ever-increasing attention to the critical issues of contemporary society (work, young people, flexibility) and to the new cultural policy trends for local development.

ESA-RN18 CONFERENCE

European Sociological Association – Research Network 18: Sociology of Communications and Media Research

You can become a member of ESA RN18 by joining the ESA and subscribing to the network.

The network needs material support, so we encourage you to join or renew your membership. The network subscription fee is only 10 Euro: <https://www.europeansociology.org/membership/become-a-member>

Conference Venue

The conference will be hosted by the Interuniversity Department of Regional and Urban Studies and Planning.

The Department is located at the **Castello del Valentino**, Viale Mattioli 39, 10125 Turin, Italy, <http://www.dist.polito.it/en>

All rooms are equipped with audio-visual devices. Presenters are encouraged to familiarise themselves with the equipment in advance.

Parallel sessions consist of three to four presentations of no more than 15 minutes each, followed by a joint discussion at the end. Chairs will introduce the session and presenters, manage the time and moderate the discussion.

Details on the Polytechnic of Turin COVID-19 measures can be found here:

<https://www.coronavirus.polito.it/en>

